



State of California
Employment Training Panel

Training Proposal for:
Postcard Press

Agreement Number: ET09-0291

Panel Meeting of: **October 17, 2008**

ETP Regional Office: **North Hollywood**

Analyst: M. Paccarelli

PROJECT PROFILE

Contract
Type: Priority/SB<100

Industry
Sector(s): Manufacturing

Counties
Served: Los Angeles

Repeat
Contractor: ☐ Yes ☒ No

Union(s): ☐ Yes ☒ No

Priority
Industry: ☒ Yes ☐ No

No. Employees in CA: 71

No. Employees Worldwide: 71

Turnover Rate %	Manager/ Supervisor %
5%	18%

FUNDING DETAIL

Program Costs	Substantial Contribution	Total ETP Funding
\$158,522	\$0	\$158,522

In-Kind Contribution
\$125,519

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Average No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Priority/SB<100	Manufacturing Skills, Business Skills, Computer Skills, Continuous Improvement	67	24 - 200	0	\$2,366	\$14.02
				Weighted Avg: 91			

Minimum Wage by County: \$14.02 in Los Angeles County

Health Benefits: ☒ Yes ☐ No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: ☒ Yes ☐ No

\$1.53 per hour may be used to meet the Post-Retention Wage.

Other Benefits: 401K; Paid holidays, sick leave, and vacation

Wage Range by Occupation	
Occupation Title	Wage Range
Production/Design Staff	
Customer Relations Staff	
Administrative Staff	
Supervisor	

INTRODUCTION

In this proposal, Postcard Press seeks funding for retraining as outlined below:

Postcard Press is a manufacturer of high-end graphics and printed materials, such as business cards, postcards, brochures, rack cards, sell sheets, labels, door hangers, and custom products. This company qualifies for standard ETP funding as a manufacturer facing out-of-state competition, under Title 22, California Code of Regulations, Section 4416(b).

Founded in 1997, Postcard Press offers a “one-stop” solution to its customers. In addition to manufacturing, the company also provides design, print, and mail services. Among the company's client base are Nike, Harvard University, Eli Lilly, Aramark Services, and University of Southern California.

Although Postcard Press serves a wide range of industries, the company representative states that every single project that the company undertakes is customized. A typical project usually begins with a meeting between the design staff and the client. The next step is the design and development, after which the product is given to the client for validation and approval. Once approved, the project coordinators define the manufacturing specifications and the product is manufactured.

Initially, the company operated with leased employees only. In December 2007, the company hired 67 permanent full-time employees to work directly for Postcard Press. These employees will receive the training in this proposal. The company intends to fully leverage the ETP funds to train these employees in company processes and fulfill its vision of becoming a recognized leader in the industry.

Manufacturing Skills

To remain competitive in the industry, Postcard Press has invested approximately \$330,000 on new equipment, such as a Stahl folder used for the production of the company's new paper product (100 lb. glossy stock paper) and a screen coating press used to add special effects, such as glitter coating and textured coating, to printed works. To achieve greater utilization of its workforce, the proposed training will focus on new equipment operation and cross-training on the different production processes.

Training in this area involves mainly machine operation and best manufacturing practices. For entry level employees, such training will teach the skills required to take a job from initial set-up to final production. Since every job is customized, this training will cover various scenarios that the company typically encounters as a custom manufacturer. The training will also present best practices to the employees, which is defined as the most efficient (least amount of effort) and effective (best results) way of accomplishing a task. The idea is to create a workforce that is able to deliver the desired result while minimizing complications and unforeseen outcomes like continuous material waste.

Continuous Improvement

This training will focus on quality and process improvement which will give all trainees the disciplines to define, measure, analyze, improve, and control its processes.

Business Skills

Up until a few months ago, the company catered primarily to customers who discovered them via referral or printed media. Beginning in late 2007, the company actively expanded its outreach over the internet. To serve these accounts, customer relations staff need to develop sales, marketing, and customer relations techniques that are currently lacking in some of its employees.

Computer Skills

Training will be provided to all trainees in the company's system and software, such as MAS200, QuarkPress, LabelTraxx, Litho Traxx, and ArtPro, to improve its operations and increase its overall technical competency.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal based on Postcard Press' stated need to upgrade the skills of its workforce and provide them a formal training program in the company's processes, including training in new equipment and systems. In making this recommendation, staff notes that Postcard Press is a small business manufacturing company which is among the Panel's targeted industries.

DEVELOPMENT SERVICES

The company retained Barry Menzel in Seal Beach to assist with development of this proposal for a fee of \$13,900.

ADMINISTRATIVE SERVICES

To Be Determined (not to exceed 13% of the earned funds)

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum**Class/Lab Hours**

24 – 200 Trainees will receive one or more of the following:

Manufacturing Skills

- Good Manufacturing Practices
- Equipment Operation and Maintenance
- Color Management/Layout
- Trapping
- Preflight
- Ultra-Violet (UV) Coating
- Instrument Calibration
- Total Product Management
- Die Cutting/Embossing and Foil Stamping
- Folding/Gluing
- Structural Designing of Boxes
- Shipping, Labeling, Packaging

Business Skills

- Advanced Product Knowledge
- Customer Service
- Conflict Management and Resolution
- Interpersonal Communication/Presentation Skills
- Leadership Skills
- Time Management
- Managing Change
- Organizational Development
- Performance Metrics

Computer Skills

- MAS 200
- Microsoft Applications
- QuarkXPress
- Adobe
- Filmmaker
- LabelTraxx
- Litho Traxx
- ACT Contact
- ArtPro

Continuous Improvement

- Productivity Analysis
- Teambuilding
- Quality Improvement
- Process Improvement
- Statistical Process Control